

Tobacco Education and Research Oversight Committee (TEROC) Meeting Agenda

Monday, October 27, 2003
10 a.m. – 5 p.m.

Holiday Inn Capitol Plaza
300 J Street
Sacramento, CA 95814

10:00 – 10:15	Welcome and Introductions	Kirk Kleinschmidt
10:15 – 10:20	Approval of Minutes from the July 21, 2003, Meeting; Correspondence; Announcements	Kirk Kleinschmidt
10:20 – 10:35	Environmental Developments <u>Expected outcome:</u> <ul style="list-style-type: none">• Discuss major tobacco-related news	Kirk Kleinschmidt
10:35 – 10:55	Legislative Update <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn status of tobacco-related legislation	Theresa Renken, American Cancer Society
10:55 – 11:30	Budget Update <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn about budget by agency	Michael Tucker, Department of Finance
11:30 – 12:00	First Five Association of California (CA) Survey of Proposition 10 Tobacco Education Efforts <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn results of the 58-county survey• Discuss recommendations for program implementation	Mark Friedman, President, First Five Association of California
12:00 – 1:00	LUNCH BREAK	
1:00 – 1:40	Medi-Cal Managed Care (MCMC) Cessation <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn about MCMC cessation policy and benefits• Learn about cessation programs and services offered by MCMC contracting health plans• Learn results of the Consumer Assessment of Health Plan Survey (CAHPS)	Marilyn Schuyler, Department of Health Services (DHS)

1:40 – 2:10	DHS/TCS Report <u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn recent program updates in relation to the TEROC Master Plan (MP) • Hear summary of the Evaluation Task Force meeting • Review new ads produced and learn of new creatives • Hear progress on new ad concepts, focus group responses, and approval status 	Dileep G. Bal Jon Lloyd Colleen Stevens
2:10 – 2:40	CA Department of Education (CDE) Report <u>Expected outcome:</u> <ul style="list-style-type: none"> • Hear outcomes of the September 22, 2003, meeting of Tobacco Related Disease Research Program (TRDRP), CDE, and DHS • Learn recommendations to: <ul style="list-style-type: none"> – Obtain top level school administrator support for Tobacco Use Prevention Education (TUPE) – Improve teacher TUPE training – Allocate funds to middle schools – Increase local level collaboration of schools and tobacco Local Lead Agencies • Learn recent program updates in relation to MP 	Meredith Rolfe
2:40 – 3:00	University California – TRDRP Report <u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn recent program updates in relation to MP • Hear progress for hiring Director 	Larry Gruder
3:00 – 3:15	BREAK	
3:15 – 3:35	Tobacco Use Among American Indians <u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn about the traditional, cultural aspects of tobacco use and discuss their importance to recommendations and implementation of MP • Discuss letter prepared by the TEROC Task Force regarding worksite smoking bans in Indian casinos 	Mark LeBeau Michael Weahkee American Indian Tobacco Education Network (AITEN)
3:35 – 4:00	Public Questions and Comments	Kirk Kleinschmidt

4:00 – 5:00

Member Discussion

Kirk Kleinschmidt

Expected outcome:

- Discuss member re-appointments
- Review policy and media progress in the first year of the three-year MP period
- Hear member issues and suggestions for TEROC action

5:00

Adjourn

Next TEROC Meeting: January 2004 date and location to be determined

For information about this meeting, contact Kathony Jerauld at (916) 449-5492, or email kjerauld@dhs.ca.gov